

University of Utah

**Utah Museum of Natural History** – Exhibits Master Planner Selection

DFCM Project No. 02243750

Justification for final selection - Exhibits Master Planner

Interviews held 15 April 2003

Highest Ranked Firm: Ralph Appelbaum and Associates (Team X)

Each presentation provided the selection committee with an adequate understanding of the strengths of the team and a clear understanding of their relative experiences for the project. In general discussion and in committee ranking, the firm of Ralph Appelbaum and Associates was the clear forerunner in applicable experience and wealth of knowledge that the committee felt would be of value to the UMNH. The following is an outline of the key criteria that set this team apart from the others interviewed:

1. It was the opinion of the committee that this firm had an incredible depth of knowledge that would benefit UMNH.
2. This team represented an intense amount of deep knowledge / intellectual capital in a body of project work that specifically related to UMNH. This included their own work and professional investments outside their formal project work related to trends in the cultural market place and international experiences. The individuals committed to the project represented numerous years of experience and projects that included exhibit master planning for museums of similar type, size, and scope. In the committee's opinion, this team's extensive knowledge and creativity was a clear differentiator from the other teams.
3. This team was the most focused team on discovery of unique opportunities for the educational and cultural experiences for the local, regional, and global communities. They were focused on identification of trends and fundamentals as well as unique opportunities for community space development. This team's comments were also the most focused on the process of developing the exhibit master plan specific to the needs of UMNH and its outreach opportunities.
4. This team was lean and focused on their area of expertise, providing a team with a higher level of experience in exhibit master planning.
5. This team's references were clearly the highest.
6. This team offered strong credentials in their ability to participate and be effective in fundraising.

# VALUE BASED CONSULTANT SHORT LISTING

UTAH MUSEUM OF NATURAL HISTORY  
DFCM PROJECT NO.: 02243750

15 APRIL 2003

## Track I: Exhibit Master Planning - Score Sheet

R

E

X

Past Performance Rating	4	4	3	4	4	4.5	4.5	3	3	4	4	4.5	5	5	5	5	5	5
Strength of Team	4	4	3	4	4	4.5	3.5	3	3	3	3	4.5	5	5	5	5	5	5
Project Management Approach	5	5	3	3	4	4.8	4	4	3	3	4	4.6	4.5	4	4	4	4	4.7
Schedule	5	5	5	5	4	5	3.5	3	4	5	4	5	5	5	4	5	4.5	5
Exhibit design excellence and creativity as evidenced by past work.	4	5	3	3	4	4.5	3.5	3	3	3	3.5	4.5	5	5	5	5	5	5
Experience with projects of similar scope and scale and adequate professional experience to meet the requirements of the the project.	4.5	4	3	3	4	4.5	3.5	4	3	4	4	4.7	5	5	5	5	5	5
Experience with facilitating and coordinating staff, board, and community input.	4	3.5	3	5	4	4.7	4	3	3	5	4	4.7	5	5	4	4	4	5
Experience with evaluation to provide insight into visitor expectations and to test the effectiveness of ideas as against the original expectations.	4.5	4	4	5	4	4.7	4.5	3	4	5	3.5	4.8	4.5	5	5	4	5	4.7
Experience working with architectural programming to achieve integrated building and exhibit plans.	4	4	4	3	4	4.7	3	4	4	4	3.5	4.8	4.5	4	4	5	5	5